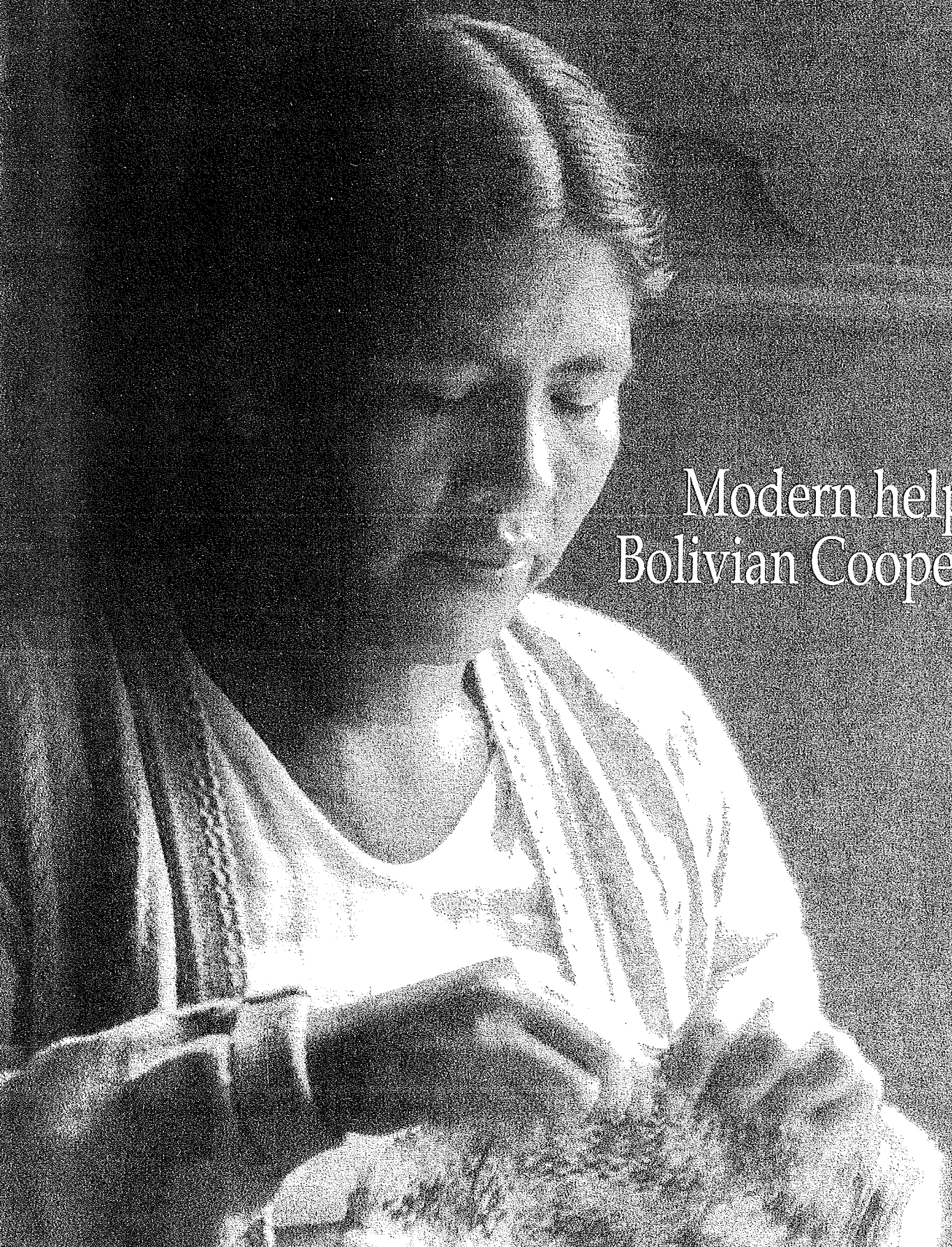


Stout Magazine

Fall 1989

Modern help for a
Bolivian Cooperative



Building Self-Esteem

Study investigates link between volunteerism and self-esteem

Volunteers may actually benefit from their service more than the people they help, according to a study conducted by Max Hines, an assistant professor in the department of human development, family living and community educational services at Stout.

In many situations, the giver can essentially receive through the very act of giving, Hines concludes.

Hines conducted a self-esteem study on a group of 46 boys with Big Brothers in the Minneapolis area and its suburbs. His findings were published in a recent issue of the "Journal of Humanistic Education and Development."

Big Brothers and Big Sisters of America is an organization designed to provide voluntary service to children in one-parent families. The Big Brothers program matches a male model with a fatherless boy. A Big Brother volunteer spends three to five hours per week with his Little Brother. The purpose of the Big Brother program is to provide a meaningful, respectful, caring relationship for the Little Brother.

Unselfish concern for the welfare of others, as expressed by volunteers in programs such as Big Brothers, "may provide psychological benefits to persons serving in the altruistic role," Hines stated in the journal article titled, "Effect of First Year of Matching on the Self-Esteem of Big and Little Brothers."

In the study, testing was conducted within one week of matching and again one year later. The 46 Big Brothers were given the Tennessee Self-Concept Scale and the Little Brothers were given the Piers-Harris Children's Self-Concept Scale.

"Little Brothers' self-esteem increased, but Big Brothers' self-esteem increased significantly," Hines said. "I was surprised by the study results and I looked over the data again."

"The reason for my interest in the topic is because I know what it's like to not have a dad," Hines said. "I was a

fatherless boy. My dad died in a car accident when I was nine years old. I have been a Big Brother twice and this led me to have an interest in the work of the organization."

Despite his involvement in the program, Hines said he approached the research with a non-biased attitude. He was interested as a scholar to see if the program was effective.

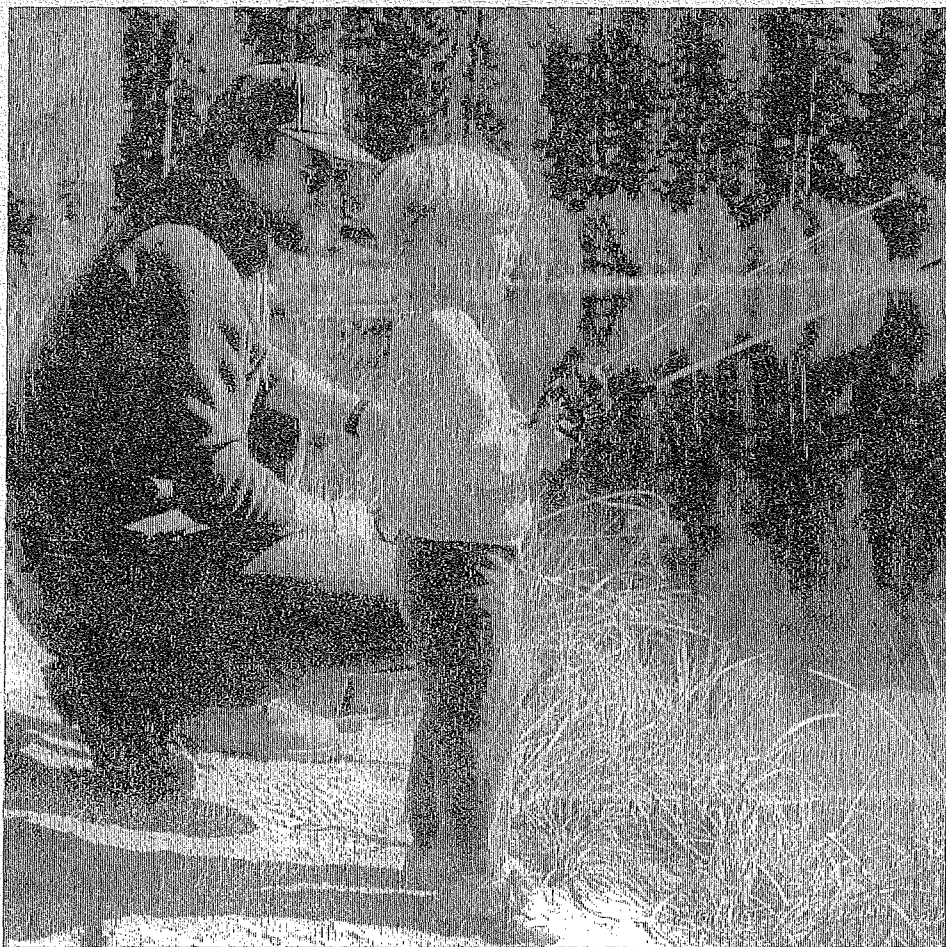
"Lots of people believe the program is effective, but that belief needed to be proved or disproved with hard data," Hines said. "No one had ever done a study like this before."

There has been a less rigorous study which directly measured the effects of the Big Brother program on the self-esteem of Little Brothers, Hines said. However, no study to date had examined the effect of the program upon the Big Brother volunteers.

One of the questions this study raises is whether or not just anybody will benefit from being a volunteer or whether these benefits are reserved for a self-select group, Hines said. "The Big Brothers in this study did benefit, but we're not sure why," Hines said. "It may be due to a self-selected groups' need to be helpful. We just don't know at this point."

Another question which the study raises is whether the results can be generalized to different segments of the population, Hines said. The people in the study were primarily upper middle class whites.

Hines said that further research is needed to judge the effects of this and other volunteer programs upon participants who are serving in an altruistic role which society holds in high esteem.



Caring For Aging Parents

Stress is a problem facing caregivers



As Americans live longer and health care costs soar, the government may increasingly depend on family members to care for their elderly relatives at home, according to Jan Hare, assistant professor of family science and gerontology at Stout.

"Over the next 20 years, there are expected to be 200 percent more people age 85 years old and older," she said.

Why such a higher percentage of elderly people? Hare said it's because of the dropping birthrate and longer life expectancy due to medical technology. In this century alone, life expectancy at birth has risen from 47 to 74.5 years.

Annual Medicare costs in 1986 were \$75 billion and are expected to be \$114 billion in 2000, but only five percent of our elderly population are in institutions, she said.

"Eighty percent of care for elderly is informal support from family members," Hare said. "These caregivers provide transportation, shopping, house chores, emotional support, help with finances and sometimes physical care."

Caregivers are usually 40 to 60 years old. They care for parents who are in their 80s and 90s and they still provide support for their children who are teenagers and college students, she said. People who are providing care at both ends of their families are referred to as

the "sandwich generation."

The majority of caregivers are women, she said. Twenty-nine percent are adult daughters, 23 percent are wives and 48 percent are often relatives, primarily women. This is a feminist issue.

"Work is the primary competing demand for these women," Hare said. "They are usually in their 50s and 60s, have returned to work and ordinarily don't have professional jobs. Research is showing that the stress on these women is enormous." Elderly people who have chronic organic brain syndrome, for example Alzheimer's Disease, never get better, only worse, and can live for 10 years after the disease has been diagnosed.

"These people often go into a nursing home when they become incontinent (have bowel or bladder failure)," she said.

Today's families need help whether an elderly relative is cared for at home or placed in a nursing home, because there is stress involved in both situations, Hare said.

"We are the only major industrial country which doesn't provide much support for family caregivers," she said.

If people decide to stay home and care for their elderly relatives, they aren't able to build any social security fund for themselves, Hare said.

"Most children want their parents to remain independent for as long as they can," Gail Misfeldt, assistant professor of family finance at Stout, said. "Because to saddle children with making decisions which they have never made, or legally can't make, puts unnecessary stress on the children."

Independence is one of the hardest things for elderly parents to give up, Misfeldt said. They are used to taking care of their children, but they don't like their children taking care of them.

"Caring does not mean doing everything for them," Misfeldt said. "But even giving advice to parents can be challenging." Misfeldt feels that a power of attorney is very important.

A 'durable power of attorney' is drafted once and continues until the person dies or the power of attorney is changed.

"If a court grants a power of attorney, it could possibly choose someone who doesn't know how the person would like things taken care of," Misfeldt said. "An early power of attorney document saves embarrassment and stress on the person and the family of going to court to decide mental competence."

One of the best gifts of love elderly parents can give to their children is to have their financial and legal matters settled, Misfeldt said.

Marlys Jimos is a "sandwich generation" caregiver. She works 40 hours a week as a secretary-typist in the School of Home Economics at Stout, is married, has two sons, ages 17 and 20, and cares for her 81-year-old mother. Jimos and her husband, George, also visit her 81-year-old terminally ill, housebound uncle and care for George's 83-year-old mother's home while she is in a nursing home.

"There is a lot of stress," Jimos said. "They're always on my mind and it's an emotional drain." Jimos has power of attorney for her mother-in-law.

"They've helped us and now it's our turn to help them," she said.

Ensuring Independence

Disabled man's situation sparks study

An Iowa man's plight has sparked a study at Stout that could improve life for numerous people with physical and mental disabilities.

The story began more than five years ago with Jay, who has cerebral palsy that severely restricts his communication abilities.

While attending public school in 1984, the then 18-year-old special education student was introduced to the world of computers.

A whole new avenue of expression was opened and for the first time Jay was able to regularly participate in educational programs enjoyed by other students. That is, until he returned to school the next year and the new teacher did not even have the technological training to know which cable was needed to connect Jay's electronic communication board to the computer. Jay then spent much of the next two years languishing in a corner of his classroom with no access to his computer and the educational programs it provided.

Joy Bergstrand, a Stout adjunct instructor of education and a vocational rehabilitation professional, first learned of Jay's plight when contacted in 1987 by new management of the facility where he lived. The management was appalled, Bergstrand said, that Jay had been allowed to slip through the cracks of the education system for two years with little effort made to correct his computer problem.

"A lot of people do not realize how a computer can mean freedom for a handicapped person," said Bergstrand, explaining that Jay's computer was new technology at the time that few teachers knew how to operate.

"There is the potential that many (disabled) children are not being served in the school system," she said. "Perhaps more people could be helped if they know what we've learned about Jay."

Bergstrand, who visited Jay in August 1987, said his dilemma provided

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—BERGSTRAND

the "spark" for a current study by her and Mary Hopkins-Best, Stout vocational rehabilitation undergraduate program director. The purpose is to assess how well users of "assistive devices" can blend into school settings and in the future, to recommend ways to more adequately serve students in need of such devices.

The estimated 15,000 assistive devices include wheelchairs; simple low-cost tools, such as hand splints to aid in writing and instruments to help turn handles; and more sophisticated items, such as computers and voice-communication devices costing thousands of dollars, Bergstrand said.

The mentally retarded, deaf and hearing impaired, learning disabled, blind and visually impaired, speech and language disabled, orthopedically impaired, and multi-handicapped can all be helped, she said.

Jay is an extreme, yet quite real, example of how modern technology designed to help people with disabilities can actually result in technological imprisonment, Bergstrand said. His story does have a happy ending, however. The new management at Jay's home made special efforts to see that

his computer access was restored. Jay is now receiving the assistance he needs to secure his independence and increase his employment skills.

"We want them to be as independent as possible," Hopkins-Best said. "That's the bottom line why you want assistive devices to be available to an individual."

Bergstrand said problems encountered by Jay and other people with disabilities are often the result of a knowledge vacuum on the part of the instructor. Teachers, sometimes overwhelmed by the large number and complexity of many assistive devices, often experience "technophobia" and cannot effectively use the equipment, she said.

"The vast majority of special education training does not teach teachers how to develop, acquire and use the curriculum and equipment that is available to them," Hopkins-Best explained.

Regardless of the technical complexities, Bergstrand said, it is crucial that teachers are aware of the advantages of employing assistive devices, particularly to younger children. She explained that studies have shown that if children are not helped by age 10 "their habits have been formed and technology is not a part of their habits."

The Rehabilitation Technology Assistance Act, 1988 federal legislation to provide technical-assistance funds to rehabilitation centers for children in the United States, is a major step forward in the ongoing funding battle, Bergstrand said. It is estimated that 4.5 million children nationwide could benefit from more effective use of technology, according to sponsors of the act. The Wisconsin Department of Public Instruction estimates that about 80,000 state children could be helped by assistive devices.

For additional information on assistive devices, contact the Stout's Center for Rehabilitation Technology, phone 715/232-2248.

Chemistry In Action

Students sharpen problem-solving skills through research

At most colleges and universities, research in the chemistry department is conducted by faculty and graduate students.

But at Stout, undergraduates get a crack at research in chemistry courses they take as part of their specialized majors.

Stout offers only an undergraduate minor in chemistry, but students enrolled in programs such as industrial technology, dietetics, applied technology and applied mathematics study chemistry as part of their degree requirements.

"There are people who believe you can't do research unless you have a chemistry major," said Susan Nurrenbern, chemistry department chair. "We feel differently."

The students attracted to chemistry research at Stout are "problem solvers," Nurrenbern said. "They are intrigued by the method of tackling a problem and solving that problem."

About 10 of the 20-25 chemistry minors are involved in research, Nurrenbern said. The level of involvement depends on the background and motivation of the individual students, she said.

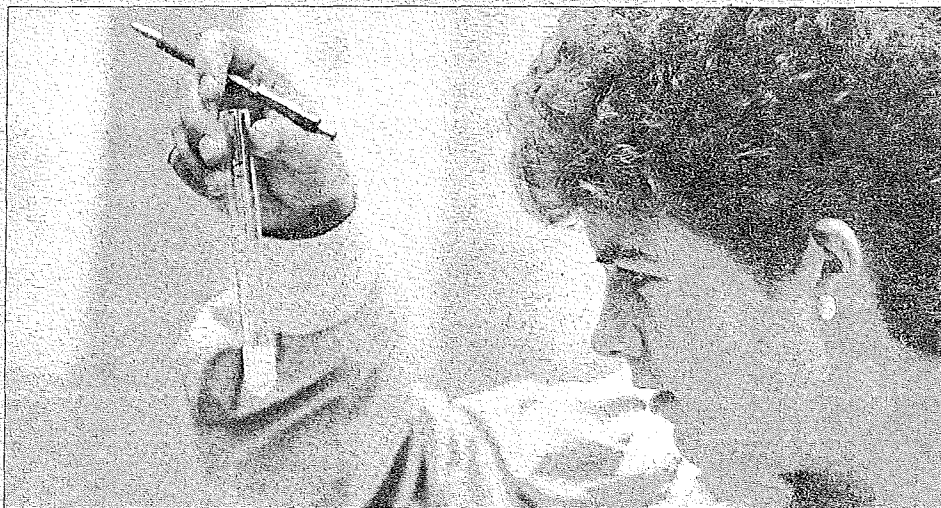
"I thought it would look good on a resume," Craig Canterbury jokingly said, as he took a break from experiments to develop a solid lubricant coating for fine powders used in the manufacturing of metal parts. The goal is to develop a more efficient method of making the parts.

Canterbury, a junior majoring in applied technology, explained that he jumped at the opportunity to do research not only because it paid money, but because it allowed him to explore the problem-solving process.

"The recipe is not laid out (in research)," he said, "so you have to identify the variables you are dealing with."

This inquiring nature is what motivates undergraduates to do research, Nurrenbern said.

"We look for a person who is inquisi-



tive, who shows signs of independent thought," she explained. "We look for someone who appears to be an analytical thinker."

Dave Walsh, a senior also majoring in applied technology, has been working for three years on research to develop a better powder used in the strengthening of iron products. The financial backer of the project, the Hoeganaes Corp. of Riverton, N.J., has recently filed a patent application resulting from experiments at Stout.

"We found a workable system that produced parts with better, stronger physical characteristics," said Walsh, who was limited in what he could say because of the need to protect the patent application.

Nurrenbern said many capable students are not aware of the research opportunities at Stout. Canterbury and Walsh may never have become involved if they were not approached by teachers who recognized their potential, she said. Walsh has welcomed the opportunity.

"This presents itself as a very comfortable working environment," said Walsh, who hopes to use the experience gained at Stout in future research after graduation. "The people are good here and are easy to work with. And I like it!"

Students are assisting chemistry department faculty in other research

projects, Nurrenbern said. Assistant Professor Mary Orfield is conducting experiments, with the help of Canterbury, to more clearly define and understand the ion properties of ceramics. Professor Martin Ondrus is receiving student assistance in a study to determine water quality for a proposed fresh-water salmon hatchery at the St. Croix Indian Reservation near Danbury, and in a project to detect levels of atrazine, a herbicide used mostly to kill annual weeds and quack grass, that seep into the groundwater.

Nurrenbern said she expects the chemistry department, which has a half dozen faculty positions, to maintain its commitment to undergraduate research, but its resources are limited.

"The emphasis to do research conflicts with the teaching responsibilities," she said. "At research institutions such as UW-Madison, the people involved in projects are graduate students who work independently. Our students require extensive faculty guidance. That creates a heavy time commitment."

But the rewards are also there.

"As undergraduates work on a project they tend to ask questions and look at things with a little more creativity," Nurrenbern said. "It's exciting that ideas don't get dismissed simply because it's general knowledge that it can't be done."

Giving A Photo "Finish"

Sometimes photos look better than the real thing

The picture creates an unrelenting craving.

With the speed of an Olympic sprinter, the consumer is propelled to the supermarket or the closest fast-food eatery for that golden-brown hamburger, the fluffiest pancakes, the plumpest turkey or the most refreshing, thirst-quenching drink.

The advertisement provided the motivation to buy, but sometimes the picture looks better than the real thing. The hamburger is not quite as golden brown, the pancakes not as fluffy, the turkey not as plump and the drink not nearly so refreshing.

What is seen in an advertisement is more than just a picture of food, it is an image created by the imagination and equipment of professional food stylists and photographers.

"You've heard that old saying, 'don't play with your food,' well, we play with our food," said Marty Springer, photographic coordinator at Stout's Instructional Technology Services. "You do whatever you have to do to make the food look better."

Food stylists and photographers use an assorted grab bag of tricks to make food look more appealing, said Springer, who teaches a one-credit food photography course at Stout. Foods are often rolled, sprayed, painted, brushed, trimmed, cut, burnt, glued and otherwise manipulated in readiness for the perfect photo opportunity.

"The photograph has to sell the food," he said. "The purpose of food illustration for a corporation is to create an image for the product — to establish a brand identity."

Springer, who photographs food on a regular basis for Stout home economics students, cited several examples of how food is manipulated to achieve a marketable image. When cooked properly, ground beef generally is too dark to reproduce well on film. To make the hamburger look more taste tempting, the food stylist will undercook the beef, roll it on its edges to increase the thick-



Marty Springer

ness, brand the top with grill marks and, finally, paint it with vegetable oil to give it that juicy, mouth-watering look.

"The food always looks good enough to eat," Springer said with a smile, "but often it isn't."

Other favorite advertising gimmicks include plastic wrap as a substitute for ice to produce a more glistening look, corn syrup painted on the side of a glass to create the image of condensation, turkeys undercooked and stuffed with aluminum foil so they won't collapse, pancakes cooked by the hundreds to get the one perfect stack, and aluminum foil glued to the back of a bottle to add luster.

"They do that on beer bottles all the time," Springer said. "That's why the beer looks so gold."

Although foods can be doctored to look more appetizing, Springer said, federal regulations require that the advertised product cannot be altered significantly.

He used a corn flakes box as an example. The package illustrated the cereal in a bowl with milk, strawberries and a spoon as props. The corn flakes

were hand picked by the food stylist from hundreds of boxes so that only the biggest, most textured flakes were used. Each individual flake was then sprayed with a fixative to help prevent breakage and vacuumed to eliminate dust. Although the corn flakes were carefully selected and doctored, the basic appearance was not changed.

The props received special attention, however. The spoon was oversized so that more flakes could be held, the strawberries were painted red to produce a glistening shine, and since milk reflects a greenish tinge when photographed, the normally healthy dairy product was actually white glue.

"They can manipulate the (props) because that's not what they're selling," he said. "They're selling the corn flakes."

Springer said an effective advertisement must capture the color, consistency and texture of food.

"Cheese seems to be a favorite to photograph because it has so many textures," said Springer, explaining that wine, grapes, bread, checkered tablecloths and other props can be used.

On-The-Job Education

Student employees find experience more valuable than income

Money may not be the only goal in mind for college students working at part-time jobs.

"Student employees gain work experience, job skills and sources of future job references," said Beth Resech, Stout's student employment coordinator.

Lisa Stock worked as a clerical assistant at the Financial Aid office while attending school as an interior design major. After graduation in December 1988, Stock accepted a position as an interior designer with BWBR Architect in St. Paul, Minn., a firm she interned with the previous summer. She said her on-campus work experience provided an advantage when seeking her current employment.

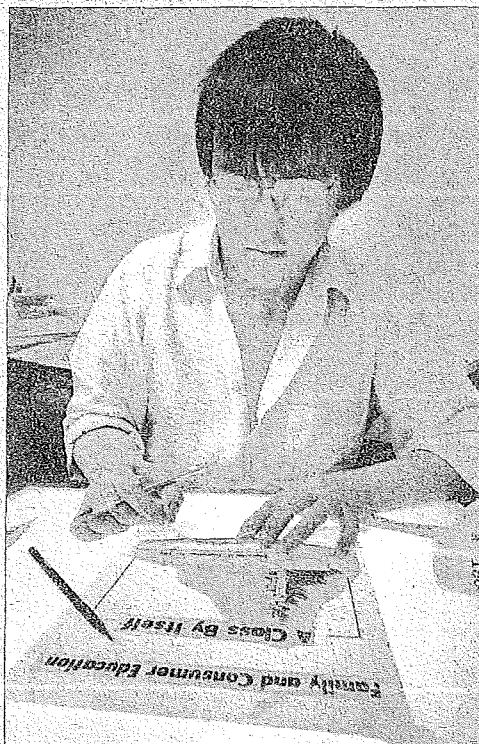
"They recognized that people need strong office skills for business writing and documentation," Stock said. "Through my job (at the Financial Aid office), I have had experience with using the computer system, different automated equipment and PC programs. Working in an office helps to learn office procedure and it is important in dealing with professional people."

Koua Vang, a senior majoring in art, has worked at Instructional Technology Services (ITS) Graphics for two years. "I have learned how to understand what the client needs and how to work with others," Vang said.

Student employees develop time management, decision making and communication skills, Resech said.

"I've learned different ways to communicate so people can understand the math problems," said Jan Hodkiewicz, a senior majoring in applied mathematics who has worked as a tutor in the math department for more than three years. "This helps in colleague relations to get the point across and understand their point too."

Student employees are able to experience a whole new circle of friends, while being introduced to the work world and while observing experi-



Koua Vang

enced people at work, Resech said.

"It's a good learning experience," said Rod McRae, a senior majoring in hotel and restaurant management and lead student manager at the Memorial Student Center. I get to schedule students to work, make appointments to talk to supervisors about problems, organize the student manager's fall orientation, interview student building manager applicants and, at times, give tours of the center."

Linda Goering, a senior majoring in industrial technology, has worked at ITS Graphics for four years. "Working with graphic design people has helped me a lot because it brings two different jobs together," Goering said. "Graphic designers need to understand the technical side of printing and graphic management needs to understand how strongly graphic designers feel about their work."

Without the student work force, operations and services on Stout's campus would be severely reduced, Resech said. Stout employs approximately 1,000 permanent staff and,

during the academic year, approximately 1,700 students.

"We rely very heavily on students," said Bob Johnson, director of the Memorial Student Center. "A student designed the Heritage Room and all the furniture was selected by a student. The Pawn remodeling was designed by a student and on evenings and weekends the building is pretty much run by students. Compared to other college campus student centers, we have fewer full-time staff."

"Our computer lab wouldn't be open in the evenings if it weren't for the students' help," said Vicki Price, secretary for the math department. "Some of our math tutors supervise the computer room. They answer questions about computers and math."

With only two full-time employees at ITS Graphics, coordinator Marge Ingram said, without student help the department wouldn't be able to produce all the work instructors needed for classes. "I really think it's important to give students work experience," Ingram said. "I'll many times involve the students with clients (instructors) when working on a project, to give them experience working with people."

"We are developing them for a career," said Ann Thies, director of Resident Dining Services. "When we hire a student manager, we want them to gain management skills, learn how to make decisions, know what equipment to use and learn how to look at the market to see what is needed, because the market changes. We want students to leave the university with an outgoing personality."

From July 1, 1988 to June 30, 1989, student employees earned \$2.6 million by working in 125 different areas and departments on the Stout campus.

"As the cost of education goes up and financial aid program funding levels stay the same, student employment may help to fill the void," Resech said.



The Fotrama Project

Stout assists
a Bolivian garment
cooperative

It isn't often that people from vastly different cultures get the opportunity to work together toward a common goal.

But thanks to the combined efforts of a Stout alumna, a Catholic priest, 1,500 Quechua Indians, and three apparel, textiles and design faculty members, a unique economic and educational partnership has been established between Stout and a group of skilled Bolivian knitters and weavers.

Fotrama, a cooperative comprising about 1,500 Quechua Indians in the Andes Mountains of Bolivia, has been producing hand-knit sweaters, shawls, scarves, mittens and other garments for more than 20 years, but with limited marketing success. But now with the help of Stout, the cooperative hopes to expand its distribution efforts to include major markets in United States and Europe. The Indians, mostly women, make the garments out of fiber sheared from the alpaca, a South American mammal related to the llama.

Gerald Ziegenggeist, an American Catholic Maryknoll missionary in Bolivia, formed the cooperative in the 1960s in an attempt to improve the standard of living for poor Indian women living in small villages near Cochabamba, Bolivia. Stout officials first heard of Fotrama from Patricia Colloton-Walsh, a 1980 graduate of the marriage and family therapy program, who learned of the cooperative while working in Bolivia as a Catholic lay missionary. Contacts were made which led to a visit by Ziegenggeist to Stout in July 1988.

At Ziegenggeist's urging, Annette Fraser, apparel design/manufacturing program director, visited Bolivia in March with apparel, textiles and design faculty members Rita Mahan and Renee Lynch.

"The cooperative is very well-run," said Fraser, who also serves as director of the Fotrama project. "It is primitive in respect to what we would find in this country, but it is a complete operation."

Fraser said the completeness of the operation is evidenced by the control Fotrama has over all aspects of production, including the shearing and processing of the alpaca, transportation, and marketing. The actual production is carried out by women in or near their homes in 13 rural villages near Cochabamba, more than 12,000 feet above sea level.

"I think we are really committed to helping these people, even on a personal level," Fraser said.

As an example of this commitment, Fraser said she and Mahan will work together to design the fall 1990 line of garments. A previous alpaca ensemble



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design by Fraser and Mahan was exhibited in October at a major juried competition at Atlanta. Up to this point, Stout has provided Fotrama with quality control and sizing assistance. When completed, Fraser said a marketing study will provide the cooperative with recommendations on how and where to market its products.

The quality of the garments is unique due to the warm, soft fibers of the alpaca, Fraser said. The alpaca produces 15 natural shades of color that Fotrama uses to make mostly traditional designs, but some contemporary fashion colors and designs are also produced. Fotrama owns about 2,000 of the animals.

Stout students have been involved in the project through Mahan's knit design classes and through the Niche, Stout's student-managed retail laboratory store, where Fotrama garments have been available for sale since November 1988.

Of about 120 sweaters, shawls and scarves that arrived at the Niche in mid-November 1988, by Christmas almost 80 had been sold, said Lynch, who serves as adviser of Niche operations. She is expecting a fall 1989 shipment of about 140 pieces.

Mahan praised Fotrama in its attempt to raise the standard of living for the people in the cooperative. Though the women seemed happy and content with their lives, she described their living conditions as "quite rural and very primitive" with few of the modern conveniences associated with 20th century life. Mahan said the Stout-

Fotrama connection can be beneficial for everyone.

"There is a lot of potential for growth in this project," she said. "It helps to give students an understanding that not everybody lives like they do. They will have the opportunity to help improve the quality of life in a Third World country."

In assisting Fotrama in design and sizing, Lynch said the most important step was to develop an understanding of the cooperative and the garments it produces.

"We had to find out who our customer was; who would buy an alpaca sweater," Lynch said. "The pricing was the biggest thing for us because we had to develop a whole new price structure."

In revamping the price structure, Lynch said students had to phase out the existing system that resulted in higher costs for larger-size garments. The costs for these garments were higher because knitters were paid based on the size of the garments they produced, she explained.

"An American consumer would never think of paying a higher price for a larger size," Lynch said. "If they want to export, they must conform to the American and European markets."

Lynch said current market prices are about \$180-\$200 for an alpaca sweater. The Niche, however, is able to offer its Fotrama sweaters at between \$57-\$65 because it is a non-profit store with relatively low operating costs.

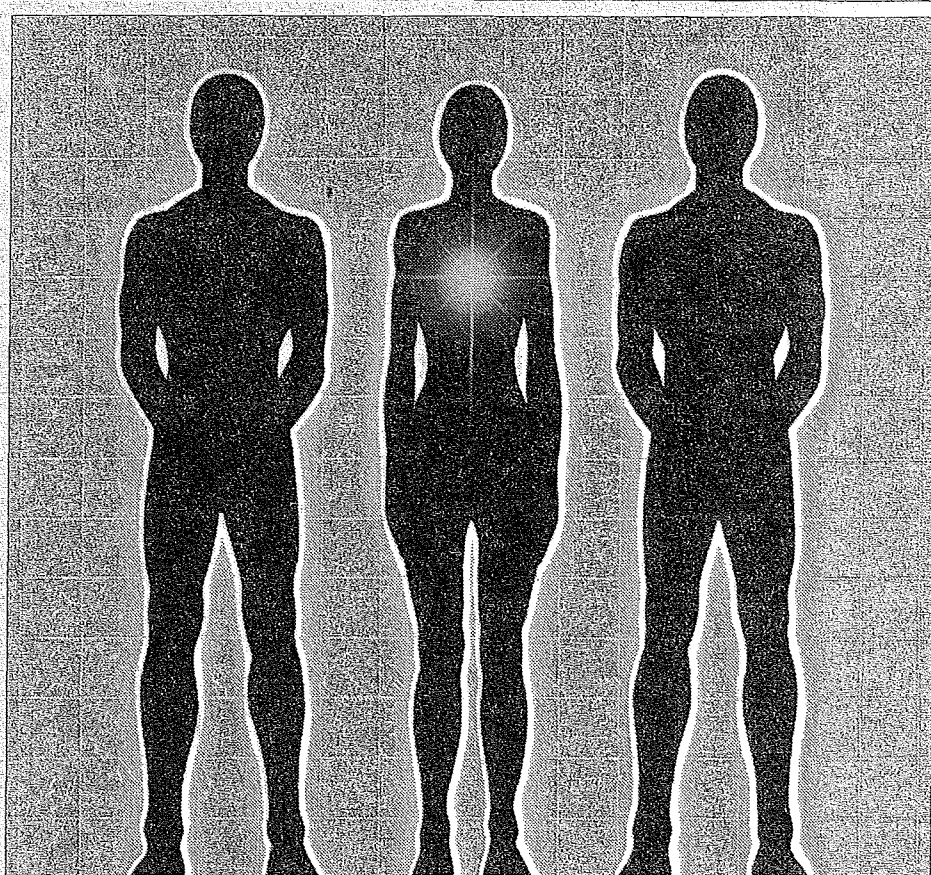
Lynch said students have also assisted by designing and writing a brochure about Fotrama, a hang tag for the garments, and a logo.

The project recently received a \$7,000 Faculty Research Initiative grant from Stout. Fraser hopes to eventually obtain a larger grant from an external source.

"We are looking at this as a case study," Fraser said. "The larger grant would allow funding for a center for international craftsmanship on campus."

A portion of the FRI grant will be used to fund a graduate assistantship and to produce two videotapes on the marketing and design of the garments, Fraser said.

Technology Education



Industrial arts vs. college prep.

This was once the choice high school boys were forced to make. Rarely did the twain meet as few college-bound youth took woodworking or metal shop and even fewer trade-oriented students studied advanced calculus or English literature.

As society became more technically advanced, however, it was obvious to educators that young people were not prepared to compete in a technological world. The result has been the change from industrial arts, or industrial education, to technology education.

"What's happening in technology education is indicative of what's happening in all our society — technology is going right through the roof," said M. James Bensen, former dean of the School of Industry and Technology at Stout and the new president of Dunwoody Industrial Institute in Minneapolis.

This upward spiral of technology is part of the 1980s "communication revolution," Bensen explained. Stout's technology education program meets this revolution head on by preparing its students to teach the skills necessary

for young people to cope with the demands of an ever-changing world.

A 1960s study at Stout served as the basis for modern technology education programs throughout the country. Rather than simply teaching students how to construct buildings and other physical objects as was done in the old industrial arts programs, Bensen said the study paved the way for students to "solve problems using technology for a purpose."

Bensen said Stout was a natural choice to develop the technology education concept. "We had two things going for us — a good reputation and we also had the numbers," Bensen said, explaining that when he became program director of industrial education in 1970 the school had more than 1,000 industrial education majors. "It could impact a lot of the country if it worked here. This school has always been recognized as a leader in industrial education."

The technology education curriculum still includes the traditional industrial arts trades associated with woods and metals, but with a much larger focus. As with industrial arts, the construction and manufacturing processes

still form the core of the curriculum, but students are also required to understand sophisticated computer, robotics, communication and transportation systems that play an increasingly significant role in the industrial world.

The change is bringing students back to high school programs that only a few short years ago were experiencing sharply declining enrollments. Girls, who once shied away from the traditional woods and metals focus of the programs, are now signing up in ever-increasing numbers, particularly in the communications classes.

Bensen said the reason for this is because technology education reflects real world activity that is important for all students to understand, whether or not college is in their post-high school plans.

"People are saying, 'You know something — not all kids are going to college,'" Bensen explained. "But even kids going to college need this because we live in a technological society."

Learning about the real world is the purpose of technology education, said Fred Posthuma, technology education teacher at Westfield (Wis.) High School, which is generally considered as having one of the most innovative programs in the state. He said technology education teaches students to analyze problems with an open mind and to search for innovative solutions to problems. Posthuma agreed with Bensen that the creative nature of technology education is attracting more than just "shop" students to the program.

"The innovative programs are not only drawing the traditional students, but also the college-bound kids going into engineering and other advanced programs," said Posthuma, a 1974 graduate of Stout's industrial arts program. "This is because the wide variety of course offerings not only offers work for their hands, but also for their minds."

Bensen describes the chief role of technology education as providing a sound technological base of knowledge for students. He said currently most of society is "technologically illiterate."

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NEED THIS BECAUSE WE LIVE

IN A TECHNOLOGICAL SOCIETY."

— BENSEN

technology," Bensen said. "We make decisions about it everyday, but we don't understand it."

Bensen is convinced that flexible attitudes toward changing technology is required for the United States to compete economically on a world level. His philosophy is that technology education feeds the understanding required to adapt to new developments and concepts.

Giving students a broad-based view of technology is the goal of the Stout technology education program, said Leonard Sterry, technology education program director in the School of Industry and Technology. He explained for today's students to be successful in the business world they must understand every step of the technological process from the initial planning stages to final completion. However, the original trade emphasis of industrial arts is not forgotten.

"People automatically come to the conclusion that we no longer work in a laboratory or with materials," Sterry said. "This is not true. There is still an active hands-on experience for students, but with a different focus."

Stout has not been shy in offering its resources to public schools wanting to develop technology education programs.

The Rice Lake School District was designated as a pilot school for the technology education concept in 1982 by the Wisconsin Department of Public Instruction. Robert Fisher, Rice Lake vocational education coordinator, said district administrators realized a change was necessary in the early 1980s because of declining enrollments

and limited course offerings that provided little or no practical vocational training.

Fisher, a 1967 Stout industrial arts graduate, said Bensen, Sterry and Robert Hendricks helped Rice Lake develop a program that replaced the traditional small shop classes of electronics, woodworking, metal and electricity with larger classes in three primary areas: communications, power and energy, and materials and processes. The result has been a technology education program that has attracted hundreds of educators from the United States to Rice Lake to study the district's innovative curriculum.

The assistance Stout lent to Rice Lake in developing its technology education program is not uncommon.

"We try so very hard to stay in touch and provide leadership at the state and national levels," Sterry said, explaining that Stout can provide assistance in consulting, curriculum development, facilities implementation or other areas.

Stout's role in helping other institutions is often a "two-way street," Posthuma said. Westfield's program has profited from Stout's resources in learning about new developments in the field, he said, but public schools with strong technology education programs also provide valuable information to Stout.

"Schools like Westfield are the real proving grounds," Posthuma explained. "It is a place where Stout can study and learn about what happens in the real world."

Along with learning about the uses of technology, Posthuma said students must understand the impact of its use. Bensen agreed, saying that people who use technology have a responsibility to use it wisely to benefit, not harm, society.

"We are at the point now where we can blow up the world, screw up the rain forests in Brazil and destroy the ozone layer," Bensen said. "We are going to have to make informed decisions. As citizens we have to be contributing members of society."

"We must learn to control technology so it does not control us," Posthuma maintained.

Making News

Womack named assistant chancellor



Womack

Jan George Womack has been appointed assistant chancellor for administrative services at Stout. Womack was vice president of administrative services at Oklahoma State University's College of Osteopathic Medicine.

In announcing her appointment, Sorensen noted that Womack brings to the job a strong background in both management and higher education. "She thoroughly understands the philosophy of higher education and has the talent and energy to help move the university forward," he said.

In her new position, Womack oversees budget and financial services, personnel and payroll, planning and information management, protective services, and the physical plant operation.

Womack holds a juris doctor degree in law from Oklahoma City

University and a doctor of philosophy degree in higher education administration from the University of Oklahoma. She also holds a master's degree and bachelor's degree from Oklahoma State University. She is a member of the Oklahoma Bar Association.

Womack had held her position at Oklahoma State since 1986. Prior to that, she was assistant to the provost for academic affairs at the University of Oklahoma's Health Sciences Center, where she also served as director of computing services and director of student services. She has held the position of director of the Center for Displaced Homemakers at Moore-Norman Area Vocational Technical School and director of Area Agency on Aging for the Central Oklahoma Economic Development District.

Womack also has been active in numerous professional and civic activities.

She and her husband Joe Womack have two children.

Promotions, tenure and emeriti announced

Promotions in rank, tenure designation and emeritus status for Stout faculty and staff members were announced by Chancellor Charles W. Sorensen, following action by the UW System Board of Regents.

Promoted from associate professor to professor are Sue Stephenson, Student Services; John Williams, human development, family living and community educational services; Zenon Smolarek, industrial management; Mark Larchez, physics; Dennis Mikkelsen, Bruce Johnston and John Neuenfeldt, mathematics; Charles Wimmer, art and design; and Bruce Pamperin, social science.

Promoted from assistant professor to associate professor are James Buergermeister, habitation resources; Annette Fraser, apparel, textiles and design; Janette Hare, human development, family living and community educational services; John Vranak, graphic communications; Robert Meier and William O'Neill, English; Loretta Thielman, mathematics; Mary Orfield, chemistry; and Steven Terry, physical education and athletics.

Promoted from instructor to assistant professor are Sharon Giroux, habitation resources; Dennis

Olson, Library Learning Center; and Rita Slinden, physical education and athletics.

Pamperin also received tenure. In addition, tenure was granted to Jonas Amoapim and Donald Olson, energy and transportation; Joseph Maglio, business; and Robert Meyer, materials and processes.

William Amthor, graphic communications; Warren Bowlus, physical education and athletics; Darrell Coffey and Walter Pruitt, vocational rehabilitation; and Willis Valett, industrial management, were named professor emeritus by the regents.

Dorothy Jensen, apparel, textiles and design, was named assistant professor emeritus and Marvin Larson, English, was named instructor emeritus.

Wesley Sommers was named assistant chancellor and professor emeritus; and Raymond Szymanski, Research Promotion Services, was named professor and research coordinator emeritus.

Harold Newton, art and design, and Ervin H. Schlick, music, were named senior lecturer emeritus, and Marie Bolstad, music, was named lecturer emeritus.

Emeritus status is an honorary designation by the regents for retired faculty and staff members.

Opening activities promote diversity

Cultural diversity was the theme for a week of activities marking the opening of Stout's fall semester.

Staff and student orientation activities centered on topics related to Design for Diversity, the university's program to attract and retain additional minority staff and students.

The week was highlighted with addresses to staff members by James B. Boyer, a professor of curriculum and American ethnic studies at Kansas State University, and The Rev. Kenneth B. Smith Sr., president and associate professor of ministry at The Chicago Theological Seminary. Boyer's talk was titled "Multicultural Education in Institutions of Higher Education," and Smith's talk was titled "Multicultural Ethics in Higher Education."

Boyer has been involved with the Wisconsin Department of Public Instruction, working with educational administrators, teachers, parents and students. Boyer is a former director of Kansas State's Institute on Cultural Understandings. His recent books include "Curriculum and Instruction After Desegregation" and "Curriculum Desegregation in Public Schools: An Action Manual." He has also written more than 20 articles including "Curriculum Diversity for the Urban Economically Disadvantaged."

Smith is an ordained minister

with the United Church of Christ and has served as a senior minister in Chicago where, in cooperation with the Illinois Department of Children and Family Services, he developed a program for children with special needs. Among his many awards he holds a Presidential Citation from Chicago State University and an Educational Award from Operation PUSH. He is listed in Who's Who in America, Who's Who in Religion, Who's Who in Black America and The Ebony Success Library.

Design for Diversity was also one of several major goals discussed by Chancellor Charles W. Sorensen during his opening address to staff.

Approximately 1,600 new freshmen and transfer students and about 60 faculty members were involved in a half-day new student academic orientation program.

Organizers of the academic orientation program said it is part of a national movement to help students make the transition to university life less stressful and more successful. The program was designed so the students have one of their first contacts on campus with faculty members, although not necessarily instructors for the courses in which they are enrolled. During the sessions, students were acquainted with the importance of racial, gender and political diversity at colleges and universities.

Hopkins-Best honored for disability awareness

Mary Hopkins-Best, a professor of education at Stout, has received the university's Disability Awareness Award. The award is "for awareness and sensitivity to the needs of students with disabilities at Stout."

Purpose of the award is to recognize a faculty or staff member who has shown sensitivity to the unique needs of students with disabilities in their classroom, according to Ann Yurcisin, director of Services for Students with Disabilities. Students with disabilities nominate the teachers, and the final decision is made by a committee.

Hopkins-Best has been at Stout since 1977. She is the undergraduate program director of vocational rehabilitation and special education. She has taught numerous classes in special education and vocational rehabilitation, has writ-

ten a number of articles related to special needs students, and is co-author of "Reaching The Hidden Majority: A Leader's Guide to Career Preparation for Disabled Women and Girls."

"Although Hopkins-Best has much expertise in the field of disabilities and special education, nominations for the Accessibility Award also cited her for her concern of all the students in her classroom," Yurcisin said.

The award is made possible through the support and assistance of the Stout University Foundation and is administered through the Office of Services for Students with Disabilities.

Currently, there are 350 students with disabilities, who are enrolled in all majors, attending Stout.

Stout aids Turkey

UW-Stout will assist Turkey in economic development through a \$447,500 grant from the Turkish government.

Titled "Non-Formal Vocational Training Project," Stout will work through a joint contract involving General Electric Company's GE Government Services Unit.

The project is part of the Turkish government's overall development plans to improve skills and productivity of their workforce, according to the project's principal negotiator, Howard Lee, co-director of Stout's Center for Vocational, Technical and Adult Education.

Lee said the Turkish government is placing particular emphasis on manufacturing and export oriented industries. Efforts are being made to increase and improve the supply of well-trained labor for the

Turkish manufacturing industries and to improve employment prospects for out-of-school youth and unemployed adults.

Work will involve instructor training, needs assessment, curriculum design, instructional material development, skills testing and certification, and entrepreneurship development.

Dick Gebhart, chairman of Stout's industrial and marketing education department, will serve as director of the 18-month project. Lou Moegenberg, a professor of graphic communications; Bob Spinti, a professor of energy and transportation; and Gordon Jones, director of academic computing, will be working with senior staff members, both in Turkey and on the Stout campus, as part of the process.

New challenges for Bensen, Entorf, Siebold

Two leading educators and innovators in the School of Industry and Technology resigned from Stout to pursue new opportunities.

Dean M. James Bensen left Stout to become president of Dunwoody Industrial Institute in Minneapolis, and John Entorf resigned as associate dean to become dean of the College of Technology at Boise State University, Boise, Idaho.

In 23 years at Stout, Bensen played a key role in bringing the School of Industry and Technology to national and world prominence. As dean, Bensen established research and service centers to work with a range of clients, and he developed an increasingly close relationship with business and industry, through cooperative education, internships and field experience. He played a key role in establishing the Stout Technology Park and the university's small business incubator.

Bensen came to Stout as a professor of industrial education in 1966 and served as director of industrial education from 1970-1976. In 1976, he became associate dean of the School of Industry and Technology and was named dean in 1980.

Bensen began his new job Sept. 1 and is Dunwoody's fifth president. Dunwoody is a 75-year-old private two-year technical institute with industrial and technical programs in 15 disciplines. It is considered a national leader in industrial and technical education.

Entorf will be responsible for guiding the development of a new college of technology at Boise State. In his new position Entorf will draw on 22 years of experience at

Stout where he played an important role in establishing ties between education and industry in Wisconsin.

As founder and director of the Center for Innovation and Development, Entorf supervised a facility that delivered various university services to dozens of private enterprises since its establishment in 1980. He played a key role in developing the university's Business and Industrial Professorship program, which attracts top business executives to Stout.

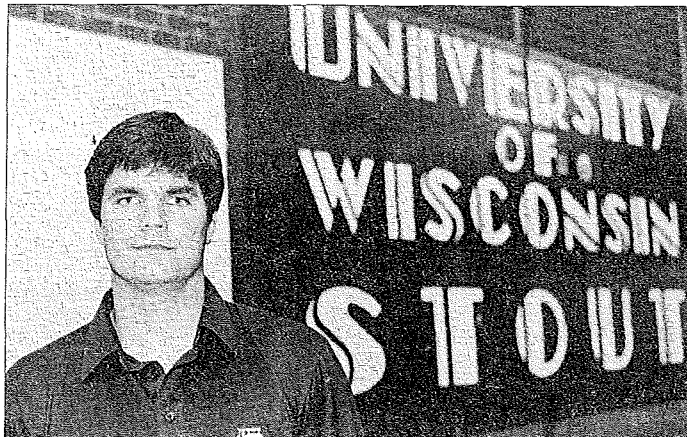
Entorf also established the Stout Economic and Technical Assistance Center, the Stout Economic Development Committee, and under his leadership, Stout successfully completed a major project at Case IH in Wausau, helping the firm retool its plant into a modern, heavy equipment manufacturing facility.

Entorf wrote the program statement for Stout's applied technology major and for a proposed engineering degree. He was also instrumental in establishing the bachelor of science degree in construction.

Bruce Siebold, an associate dean and former director of the Stout Economic and Technical Assistance Center, was named interim dean of the School of Industry and Technology in July.

Siebold has been on the Stout staff since 1974. He has taught courses in advertising, retail merchandise and management, advertising campaigns, business management, industrial operations, business policies, and marketing for non-profit organizations. He has also served as chairman of the department of business.

Muraski named new Stout cage coach



Muraski

Stout has had three university chancellors in the last 27 years, but only one basketball coach. In John Muraski, a 33-year-old Wisconsin native, the university now has its second.

In August, Muraski was named to succeed veteran Blue Devil Coach Dwain Mintz. Mintz's years of service were a tribute to the stability of the basketball program.

In this fast-food society, sports fans want fast fixes. That's Muraski's view of the challenge he faces at Stout. Win immediately or be gone. Fortunately for Muraski, the Stout athletic environment is not that harsh. Be competitive or be gone would be more to the point.

Nevertheless, the challenge facing Muraski is immense. With the retirement of Mintz, Muraski succeeds one of the most successful college coaches in the country.

If you judge Muraski's record only by his wins and losses, it reveals only a small part of a lifetime built around basketball. His career began with his Antigo High School basketball team that fought its way to the state championships with Muraski as team captain. After a playing career at Ripon College, he apprenticed under some great coaches, including UW-Green Bay's Dave Buss and DePaul's Ron Meyer. "I've had to work for everything I've gotten," he said in reviewing his experiences. "Buss made me tough. Coach Meyer helped me understand this business and the politics of basketball.

Buss, at times, had me in tears. He ran me ragged, but he made me learn. All for \$1,000 a year."

Muraski had been head basketball coach at North Dakota's Valley City State since 1987, and before that, head coach at St. Thomas University in Miami, Fla., a NCAA Division II team. His overall record

at those schools was 71-71. He went to St. Thomas following assistant jobs at the University of Evansville (Indiana), and UW-Green Bay, and the head basketball post at Three Lakes High School in Wisconsin.

Now head basketball coach at St. Olaf, Buss describes Muraski as "a great choice for Stout. He is prepared. He has paid his dues. He is enthusiastic and aggressive — a real

battler and a tireless recruiter who knows how to coach. He replaces someone (Mintz) who I respect.

"You might call him an overnight success. I wouldn't. He sacrifices to achieve his goals. He hung in there. He is a perfect match for Stout."

Muraski describes himself as an intense and emotional person, but under control.

"I push kids and myself beyond what we are capable of doing."

His program, he said, is based on physical fitness, discipline and a winning attitude.

He insists his basketball players will "go to class and earn good grades. They must do it on the basketball court and they must do it in the classroom."

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FOR STOUT."

—DAVE BUSS

Caruso-Howatt to head physical education and athletics



Caruso-Howatt

Annette Caruso-Howatt has been named chair/director of physical education and athletics at Stout. Caruso-Howatt was director of athletics at the College of St. Scholastica, Duluth, Minn.

"She is going to build bridges between the department of physical education and athletics, and the rest of the university," said Gerane Dougherty, dean of the School of Liberal Studies, where the department is housed.

Caruso-Howatt holds a doctorate degree in higher education administration with a minor emphasis in physical education from The Pennsylvania State University. She also has a master's degree in physical education with a speciality in psychology of sport from the University of Maryland, and a bachelor's degree from Ithaca College, with a major in physical education and a minor emphasis in psychology of sport.

In her new position, Caruso-Howatt will have administrative responsibility for the university's undergraduate instructional program in health and physical education; NAIA and NCAA Division III athletic program, which includes

nine men's and seven women's sports; and intramural and recreational programs.

At St. Scholastica, she was responsible for intercollegiate sports, physical education, the intramural program and the Reif Recreation Center.

She has also served as a physical education instructor and assistant to the athletic director at the University of Missouri-Rolla, where she helped develop that institution's women's athletics program. In addition, she was director of the Student Activity Center, instructor of physical education, and women's field hockey and basketball coach at Centre College, Danville, Ky.

She recently completed terms of president and vice president of the Midwestern Women's Collegiate Conference, Minnesota. She was also chairperson of the NCAA Division III Northern Collegiate Hockey Association's Ethics Committee and president of the Missouri Association for Intercollegiate Athletics for Women.

Dougherty said that Caruso-Howatt has "varied experience in both men's and women's athletics. She has a breadth of view and outlook that reaches beyond her own departments to other units of the institution."

Budget approved for Stout

An operating budget for Stout totaling \$63 million was approved by the UW System Board of Regents.

The budget covers the current fiscal year which began July 1 and ends June 30, 1990. Of the total operating budget, fewer than half of the funds come from state tax dollars. The balance is funded by fees, gifts and grants.

This year's budget contains \$39.8 million in salaries and fringe benefits for the university's 992 permanent employees and graduate assistants. However, the budget, as approved by the Regents, excludes anticipated pay plan increases for 1989-90.

Other items in the budget include \$10.9 million for supplies and services, \$2.3 million for equip-

ment, and \$9.7 million for campus-based financial aid and debt service.

A \$291,000 special allocation has been budgeted for the fourth year of a 10-year program approved by the legislature to assist with the costs of upgrading aging laboratories. In addition, the budget includes a \$57,000 allocation to fund general access computer laboratories.

A full-time undergraduate Wisconsin student at Stout will pay \$3,920 for tuition, fees, room and board during the 1989-90 academic year, an overall increase of 6.3 percent from last year. Tuition was increased by 6.9 percent and fees, room and board increased approximately 6 percent.

Minority enrollment up

Enrollment for new undergraduate minority students at Stout is up again significantly this year.

According to figures compiled during the first two weeks of school, there was a 26 percent increase in new undergraduate minority students, or approximately three times the goal set for the year under the university's Design for Diversity plan. Overall minority enrollment increased 8 percent, from 258 to 279.

"Enrollment gains can be attributed to a variety of recruitment and retention activities involving many

people, including a partnership program with the Milwaukee schools, the university's precollegiate programming during the summer, and increased contact by Ethnic Services staff members with school counselors and community service agencies," said Richard Anderson, chairman of the university's Design for Diversity Steering Committee, the group charged with expanding the ethnic mix on campus. He added that internships and co-op programs have also helped increase retention rates.

Athletic hall of fame inducts four



Inskeep



Mintz



Stephenson



Zell

Stout's winningest basketball coach, a Canadian Football League veteran, an outstanding linebacker, and a champion wrestler were inducted into the university's Athletic Hall of Fame at ceremonies Saturday, October 14.

The inductees are Dwain Mintz, who retired in July after 27 years as head basketball coach; Gary

Inskeep, a 1969 graduate and former Canadian Football League player; Roger Zell, an all-conference linebacker who graduated in 1970; and Leon Stephenson, who received a bachelor's degree in 1962 and a master's degree in 1966, while lettering four years in wrestling.

Mintz was one of the most successful junior college coaches in the country when he joined the staff at Stout in 1962. As head coach, he had guided a Bethany Junior College squad in Mankato, Minn., to a 166-81 record, six consecutive conference titles and the national tournament three times in 10 years.

At Stout, Mintz took over a program that had not produced a winner since the early 1940s. His first team compiled a 5-15 record. Three years later, his fast-breaking Blue Devils won the 1965-66 conference championship with an overall 20-3 record. His college record is 551-361. At Stout, he is 385-280. Last year, the National Association of Basketball Coaches honored him for his 500th win.

Inskeep was drafted by the New

York Giants following his senior year, when he was selected to the all-conference team at both offensive and defensive tackle. He was the last man cut by the Giants in 1970, but not before he had a chance to play in the Bishop Charity football game against the Green Bay Packers. Picked up by the Toronto Argonauts, he finished his career in 1974 with the Hamilton Tiger Cats. Inskeep played with the Tiger Cats when they won the Grey Cup in 1973. He now runs a successful auto parts business in Barrie, Ontario.

Zell distinguished himself at Stout both as a football player and as a student. He lettered four years in football, and was both co-captain and most valuable player in his junior and senior years. He was selected to the all-conference team in his senior year. He received the university's "Outstanding Freshman Athlete Award;" was named to "Who's Who Among Students in American Colleges and Universities;" received the university's Medallion Award; and was named to the 1969 edition of "Outstanding

College Athletes of America." Twice during his career, he had four interceptions in a game, tying a Wisconsin State University Conference record. Zell owns his own construction company in Wausau.

Stephenson came to Stout from Sevastopol High School, Sturgeon Bay. He later coached wrestling at Green Bay Preble. While a Blue Devil from 1958-62, he lettered each year. He won the Wisconsin Invitational Tournament three times and finished either first or second for four years in state university conference competition. He was team captain and most valuable wrestler in each of his four years. He received the university's Medallion award as a student. While working on his master's degree at UW-Stout, Stephenson served as an assistant wrestling coach. He currently teaches technical education in the Green Bay Public School System.

Will Vallet, a member of the industrial management department who has retired, has been selected to receive the university's Distinguished Athletic Service Award.

Help us tell Stout's story by telling yours.



The University of Wisconsin-Stout will celebrate its centennial, beginning in the spring of 1990 on through the summer of 1991. As part of the celebration, the university invites you to send short articles for possible use in centennial publications and displays.

Take some time right now, and in the space

provided tell us your favorite story about:

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- a favorite instructor
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Stout Magazine

Stout Magazine is an official publication of University of Wisconsin-Stout. It is published biannually by the Office of University Relations and is distributed to graduates, friends and faculty of the University. It is entered at the post office in Menomonie, Wis., as third class matter.

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Stout Magazine

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The University Archives

The University Archives is a part of the Area Research Center which is located in Stout's Library Learning Center. The purpose is to collect, preserve and encourage use of historical materials relating to UW-Stout.

Alumni can help by donating materials to the University Archives. Personal letters written and received while at school, photos, diaries, student activity programs, class notes and work, reminiscences and memorabilia can find a safe and useful home in the archives. Here they will be organized, described and preserved for future generations of students and alumni to learn from and enjoy.

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